

# Maryland Department of Agriculture

## Marketing Services



2005 Season

Presented to: Bill Brophy  
Stop & Shop/Giant Foods

# Maryland Produce

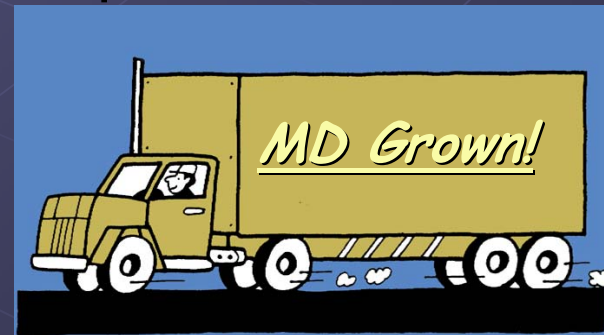
## ◆ Maryland's 12,000 Farms...

- Work over 2 Million acres
- Produce close to \$2 Billion yearly in crops
- Employ 350,000 State residents
- Have a field growing season from April through December
- Produce a wide variety of fruits and vegetables



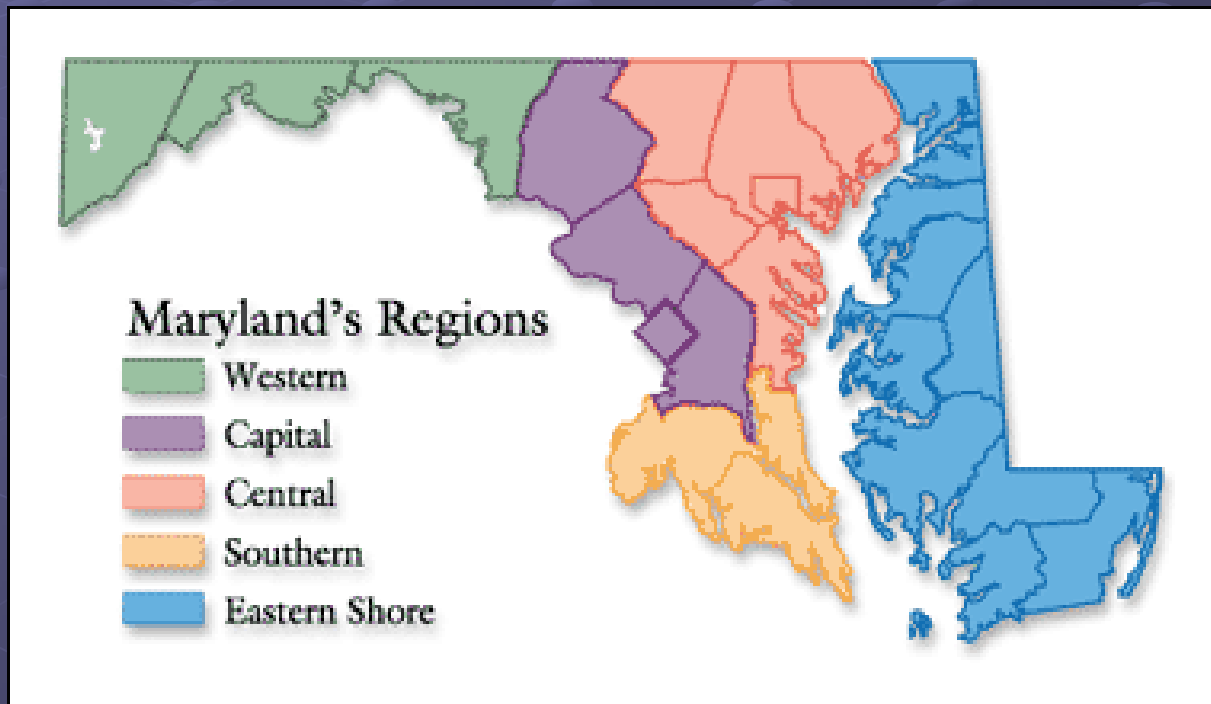
# What are the benefits of sourcing Maryland produce?

- ◆ Consistently High Quality Product
- ◆ Transportation savings in sourcing locally
- ◆ Promote community support and costumer good will!
- ◆ Promotional Tie-ins; Ag Department assistance



# Maryland Grown Produce...

We're looking  
to help you  
grow your  
Produce  
Department  
profits!



# Maryland's Promotional Programs

## ◆ Maryland's Best

- A Statewide initiative, with high quality standards, that promotes Maryland grown products.
- Works to strengthen relationships between buyers and growers as well as to inform customers of the benefits of supporting their local farmers. *The ultimate goal is to positively impact everyone's agricultural business concerns.*



**forConsumers**



## ◆ Maryland's Best Website

- [www.marylandsbest.net](http://www.marylandsbest.net)
- Full listing for growers and retailers conducting agricultural business in Maryland. Features descriptions and links to current retailers on the program.



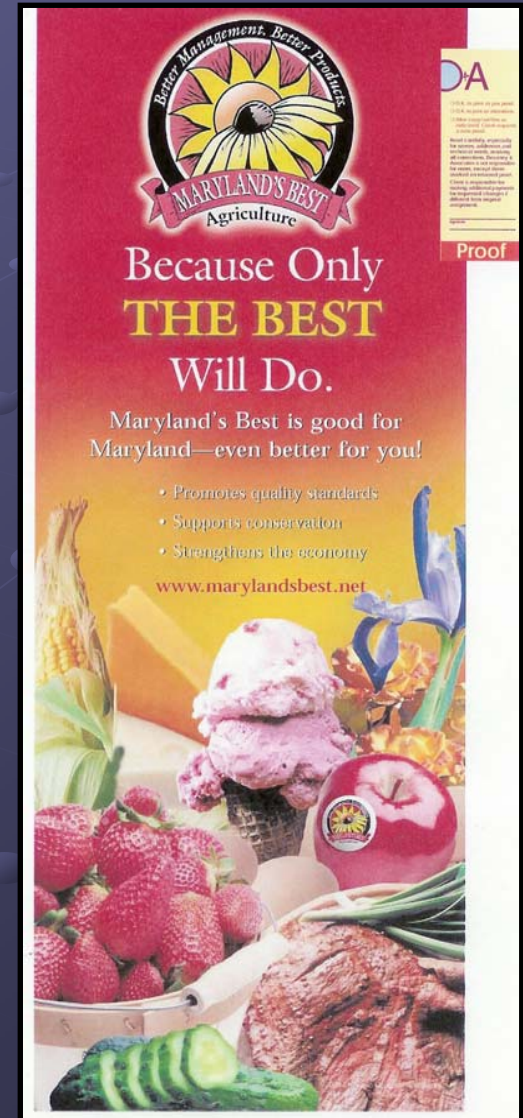
# “Maryland’s Best” Promotional Opportunities

## ◆ *In Store Signs*

- Shows Giant Customers they’re getting the freshest possible product, ...Maryland’s Best!
- Also lets your customers know Giant *values the local farming economy.*
- Promotional signs are ready-to-go, complete with stringing for display.

(26” wide)

(40” High)



# “Maryland’s Best” Promotional Opportunities

## ◆ Shelf Signs

- Every Produce Department is eligible for Maryland’s Best shelf talkers through the season.



- The cards are plastic-coated to stay looking fresh the entire season.

# “Maryland’s Best” Promotional Opportunities

## ◆ Display Contest




- Each Produce Department display submitted will receive a cap or other recognition award. Top displays will receive a gift certificate.
- The enhanced display will drive more sales as well as create further customer awareness that their produce is being locally sourced.



# Maryland Department of Ag Buyer/Grower Assistance

## ◆ Grower/Item Availability Listing

- Full listing of Vegetable and Fruit growers.
- Breakout listed by contact, category item, and product availability dates.
- Report updated to respective buyers as needed.

 <b>Maryland Vegetable Growers Directory 2005</b>	ITEM LISTING																		
	Asparagus	Beans (Green)	Beans (Snap)	Broccoli	Cauliflower	Corn (Sweet)	Cucumber	Eggplant	Lettuce (Spring/Fall)	Peas (Green)	Peppers (Green)	Peppers (Hot, etc.)	Potatoes (White/Sweet)	Pumpkins	Gourds	Spinach (Spring)	Squash (Summer asst.)	Squash (Winter asst.)	Tomatoes
	Grower List																		
		X	X		X		X	X		X			X			X			X

# Maryland Department of Ag Buyer/Grower Assistance

## ◆ Annual Pre-season Meeting

*Held on January 14, 2005*

- Attended by 38 farms and a dozen regional buyers, including Shayne Taylor.
- Informal luncheon format to initially plan next season's sales.
- Award presentations for both "Farm of the Year" as well as the "Retailer of the Year".

# **“Maryland’s Best” Promotional Program**

## **◆ Produce Marketing Association “Fresh Summit Show”**

- This fall, the MD Dept of Ag will have a booth in Atlanta for the show.
- Currently, there are seven Maryland growers who will be attending. We will be looking to set short appointment times so mid-Atlantic retailers will have the opportunity to meet the growers supplying their stores.



# Recap

## ◆ Maryland Produce

- Freshest possible product.
- Strong customer demand.
- Produce Managers enjoy selling local product.
- Promotional assistance and larger displays announcing local product will increase sales.
- Transportation cost savings.
- Continued support of the local farming economy and the customer goodwill that Giant has cultivated.
- Dept of Maryland Ag assistance.

# Next Steps

- ◆ What are the next steps we can take to assist Giant Food in continuing to sell locally grown Maryland produce?